



# Canadian Horticultural Council

**Representing**

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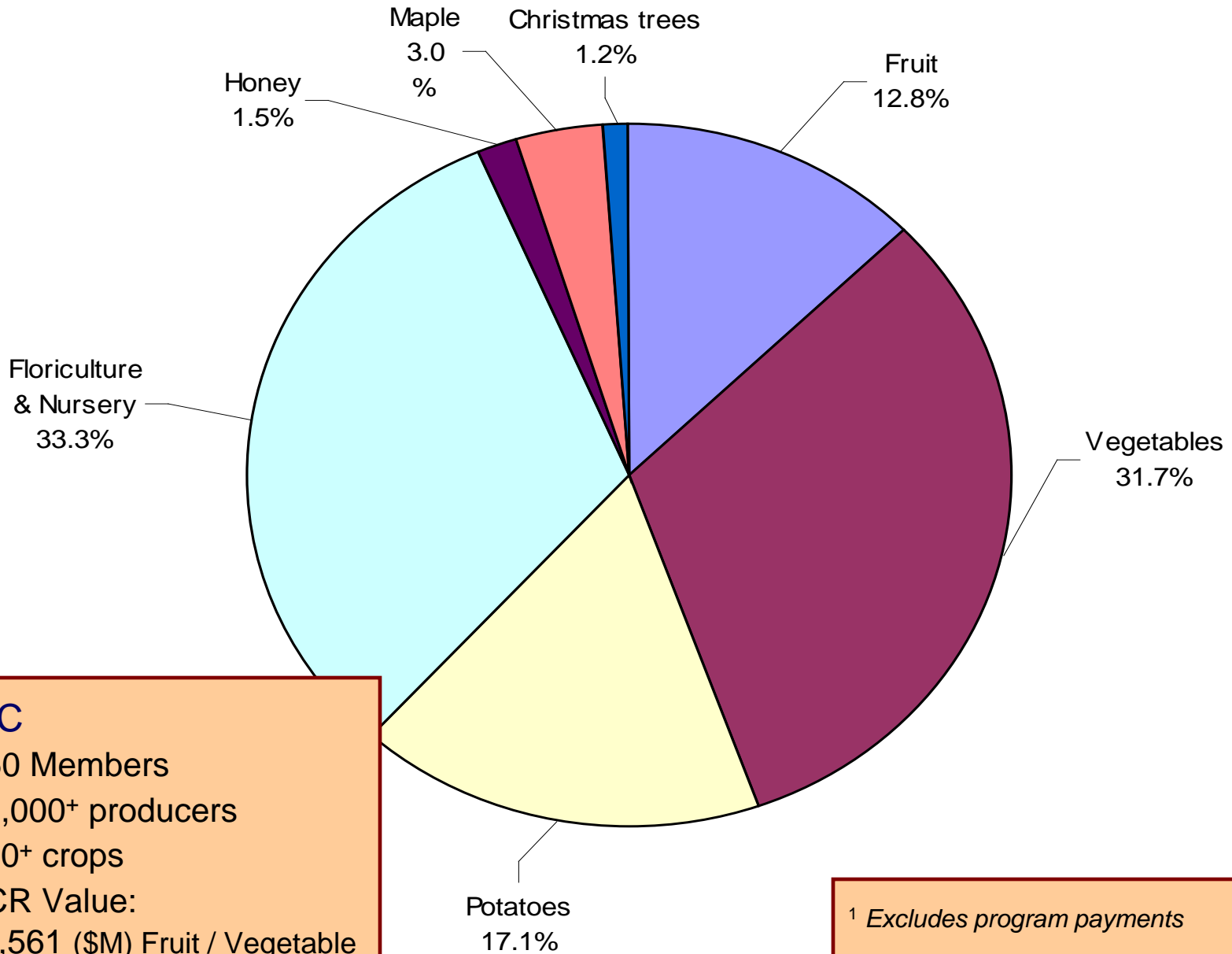
**Canada's Horticultural Producers**



# Focus / Priorities

- strengthening lobby activities and linkages
- food safety and traceability
- crop and plant protection
- research and technology
- trade
- outreach and communication
- commodity coordination
- organizational sustainability

2008 Canadian Horticultural Farm Cash Receipts by Sector



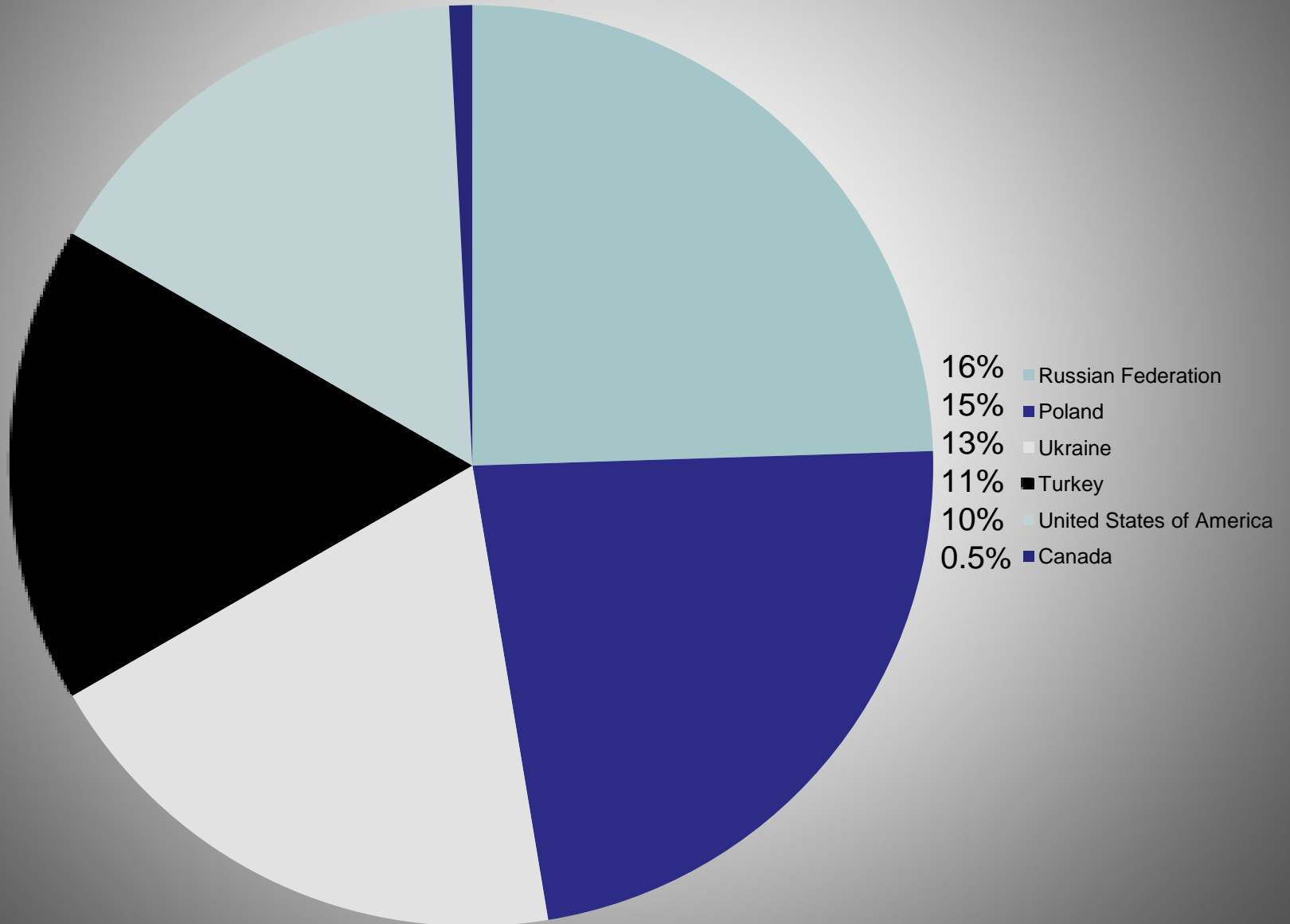
**CHC**

- 150 Members
- 25,000+ producers
- 120+ crops
- FCR Value:  
3,561 (\$M) Fruit / Vegetable  
5,833 (\$M) ALL

<sup>1</sup> Excludes program payments

Source: Statistics Canada  
Farm Cash Receipts; 21-001-X)

# World sour cherry production



# Canada's 2008 Top Export Destinations

## Fruit Products

<b>Rank</b>	<b>Countries</b>	<b>Value (Million \$)</b>	<b>% of Total Exports</b>
<b>1</b>	<b>United States</b>	<b>700.5</b>	<b>75.7</b>
<b>2</b>	<b>Japan</b>	<b>34.1</b>	<b>3.7</b>
<b>3</b>	<b>United Kingdom</b>	<b>28.8</b>	<b>3.1</b>
<b>4</b>	<b>Germany</b>	<b>26.1</b>	<b>2.8</b>
<b>5</b>	<b>Netherlands</b>	<b>26.3</b>	<b>2.8</b>
6	China, P. Rep.	13.7	1.5
7	France	13.8	1.5
8	Belgium	8.9	1.0
9	Taiwan	5.1	0.6
10	Australia	6.1	0.7

# Favourable Regulatory Environment

- **Grade Standards**
- **Shipping Point Inspection**
- **Registered Produce Warehouses (RPW)**
- **Canadian Partners in Quality (CPIQ)**
- **Ministerial Exemptions**
- **Customs Clearance**
- **Packaging and Labeling**
- **Test Markets**
- ***Fresh Fruit and Vegetable Regulations***

# Fair and Ethical Trading Environment

- **Destination Inspection**
- **Standardization of Canadian and U.S. Standards**
- **Enhancement of the *Licensing and Arbitration Regulations***
- **InfoHort / Data Collection**
- **Fresh Produce Alliance**



# Plant Health

- Prevention
- Response
- Risk Mitigation:
  - National Plant Health / Emergency Pest Response Strategy
    - compensation as a core component

# CHC Food Safety Program



**CANADAGAP**™ 

ON-FARM FOOD SAFETY FOR FRESH FRUIT AND VEGETABLES  
SALUBRITÉ DES ALIMENTS À LA FERME POUR LES FRUITS ET LÉGUMES FRAIS





# Food Safety and Traceability

- The CHC completed the final component of CFIA Technical Review of its eight on-farm food safety manuals specific to different fruit and vegetable crops in 2009.
- Canadian On-Farm Food Safety standards for fruit and vegetables are being benchmarked to the internationally recognized Global Food Safety Initiative requirements and GlobalGAP standards.
- Development of a comprehensive, standardized case level traceability system for implementation in the fresh fruit and vegetable sector.



# Research and Technology



- 2010 was a year of learning and also of accomplishment for Canadian horticulture.
- The creation of the Science Advisory Committee (SAC) provided a forum for a targeted collaboration on science and innovation.
- This positioned CHC and the sector to submit a proposal to the Growing Canadian Agri-Innovations Program (Canadian Agri-Science Clusters).

# Commodity Coordination

- Apples
- Blueberry
- Greenhouse
- Potatoes
- Vegetable

**Trade**

**Risk Management**

**Crop Protection**

**Research and  
Technology**



**CHC / CCH**  
Canadian  
Horticultural  
Council



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## Latest News

### [Join us for the CHC AGM 2010 Farm and Industry Tour on March 2](#)

January 18, 2010

For more information, or  
to register, click ... -

[Read More](#)

[View Archive](#)

## Hort Shorts

### [Hort Shorts Spring 2009](#)

May 01, 2009

## Welcome

The Canadian Horticultural Council (CHC) is a voluntary, not-for-profit, national association which represents the dynamic and diverse sector of Canadian agriculture known as horticulture.

The CHC's members are primarily involved in the production and packing of over 120 horticulture crops comprised of fruit and vegetables. The CHC has been committed to promoting the interests of its members since 1922.

- [Mission](#)
- [Mandate](#)
- [Focus](#)
- [Committee Structure](#)
- [Governance](#)
- [CHC President](#)

Mission

**CANADAGAP™**

Fresh  
Thinking  
Inside...



**QUÉBEC 2010**   
ENSEMBLE PLUS FORTS ■ STRONGER TOGETHER  
CANADIAN HORTICULTURAL COUNCIL  
CONSEIL CANADIEN DE L'HORTICULTURE



## Latest News

### [CHC OFFS Manuals updated on CanadaGAP website](#)

February 18, 2010

We are pleased to announce that all of the CHC's six commodity-specific On-Farm Food Safety (OFFS) ... - [Read More](#)

[View Archive](#)

## Newsletter

### [Volume 3 Issue 3](#)

December 18, 2009

[View Archive](#)

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## Welcome to CanadaGAP

CanadaGAP is the name of the Canadian Horticultural Council's (CHC) **On-Farm Food Safety (OFFS) Program**. The program consists of national food safety standards and a certification system for the safe production, storage and packing of fresh fruits and vegetables.



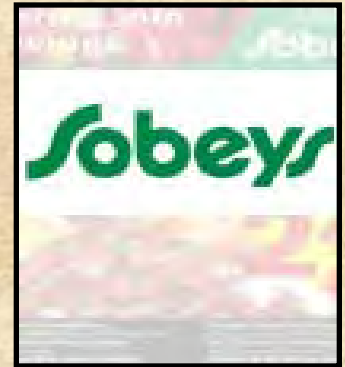
# Looking Ahead



- Trends
- “To Do”

Loblaw sets stage for new food fight  
Grocer's move to lower prices on key  
items expected to force competitors to follow suit

(Globe and Mail, November 18, 2009)



→ *While Canadians are paying more for home repairs, child care and ice cream, they're saving on gas, cars, apples (-18.1) and potatoes (-9.2)*

(Globe and Mail November 18, 2009)

# THE PACKER

2010 March 1

Wal-Mart Stores Inc., is putting the onus on its suppliers, including fresh produce shippers, as part of a goal to cut 20 million metric tons of greenhouse gas emissions from the retailer's global supply chain over the next five years.



Potato Sustainability:  
Meeting McDonald's  
Shareholder Request

# SUSTAINABILITY

FROM THE GROUND UP





**Eat Real.  
Eat Local.**



it's time for real™



**“Cookie Monster has spoken,  
advertisers have listened.**

Food companies' vow to restrict marketing to children more than lip service, study shows”

-The Globe & Mail, July 17, 2009

# **HEALTH AND WELLNESS A TREND WITH LONGEVITY**



**Horticulture:  
A recipe for success**

# *Horticulture for Health*

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*Healthier Canadians will place less demand on publicly funded health care programs. We have a unique opportunity and Canada's horticultural sector can offer significant contributions to their health and wellness. Over the coming months we will work closely with partners and in a number of forums to advance the Horticulture for Health message.*

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*"We will continue to seek a champion to help carry this message forward. We are, after all, in the food production business and the health business. We are also the only group who can say **Eat More.**"* Steve Levasseur





# Opportunities

**Identify and clearly articulate challenges**

**Provide solutions for industry,  
governments and the public**